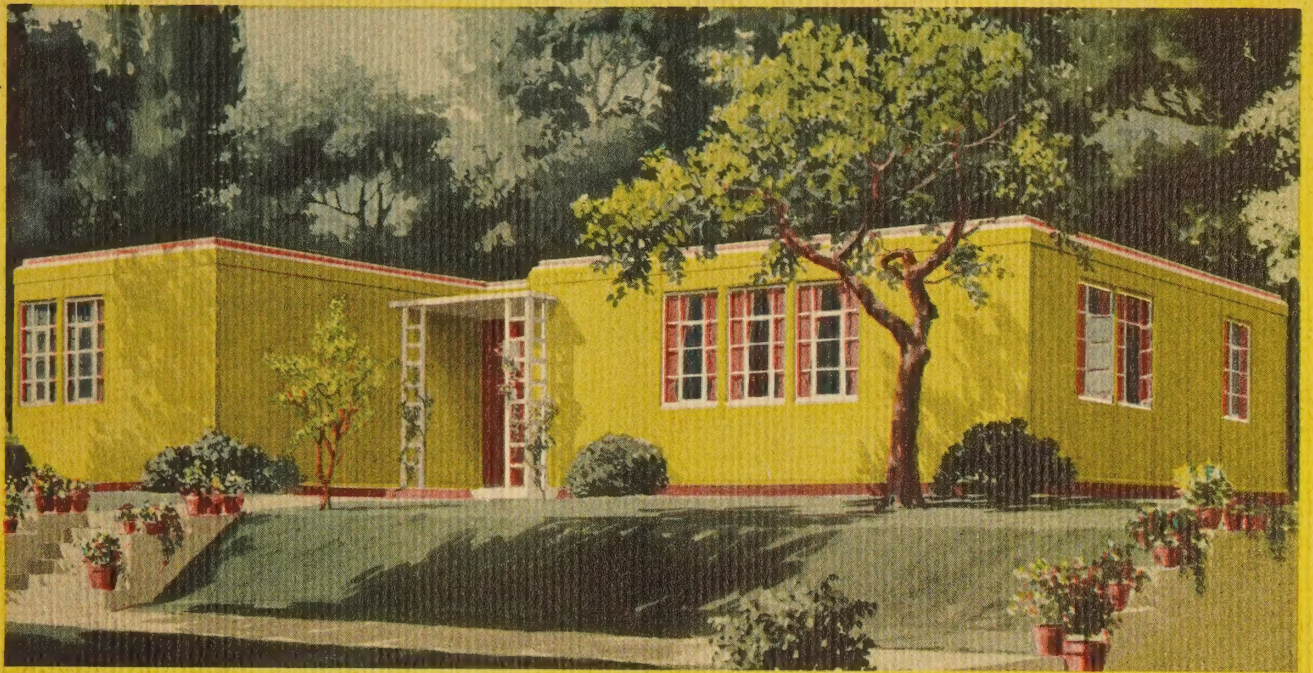




B E A U T I F U L

M O D E R N

H O M E S

F O R M O D E R N L I V I N G



GENERAL HOUSES, Inc.

CHICAGO, ILLINOIS

Style—Beauty—Livability

Styled in keeping with modern standards of livability—beauty expressed in simplicity of design—aided by beamed ceilings—paneled walls—trim casement windows—General Houses lend themselves to a pleasant solution of achieving beauty and loveliness in your home.

Convenience—Simplicity—Leisure

Large restful rooms—generous closet space for clothes, linens, and storage—thoughtfully planned with ample shelves, hangers, and hooks—bathrooms with spotless fixtures and chromium plated fittings—compact, light, airy, efficient kitchens that simplify work and increase leisure.

Comfort All Seasons of the Year

Weather-tight, scientifically constructed, insulated roofs and walls eliminating drafts—make General Houses more healthful and comfortable at all seasons of the year—less fuel to buy in winter—cooler in summer because of cross ventilation and proper insulation.

Clean—Sanitary—Healthy

Automatically heated and air-conditioned in winter—ventilated by forced circulation supplying clean filtered air at all seasons of the year—together with the elimination of unsightly dust-catching ledges and mouldings, making cleaning easy—simplifying household duties—leaving more time for recreation.



THE OLD HORSE-AND-BUGGY DAYS are gone. But, many of the houses standing today were built while "Old Dobbin" was still an important factor in transportation. It's no more necessary to put up with antiquated living than it is to go back to the horse.

THE MODERN CAR has improved its speed, comfort, and safety—but, so has the modern home. Recent years have seen the development of the standards of livability to a point where it is a real joy to own today's home.



IS YOUR HOME AS UP-TO-DATE AS YOUR MOTOR CAR?



GRANDMOTHER'S WASP-LIKE WAISTLINE is a sign of the discomfort of her day that seemed to be a part of every phase of living—uncomfortable clothes, stuffy houses.

TODAY IT'S SMART to reflect freedom in dress—and style must be comfortable. Homes can be both stylish and comfortable, too, and today's really fashionable home is simple, light and livable.

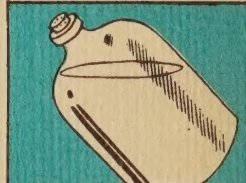


IS YOUR HOME STYLED AS SMARTLY AS TODAY'S DRESS?



MOST HOMES, even though well built, constantly leak air through the walls. This means drafty floors, heat losses in winter and a needless waste of fuel to "heat all outdoors."

GENERAL HOUSES KEEP OUT the weather like a bottle holds water. All joints and seams are tightly sealed and doors are weatherstripped to reduce infiltration of air.



DO THE WALLS OF YOUR HOUSE LEAK "LIKE A SIEVE"?



THERE'S NO NEED TODAY to have a cold, drafty house—one that's hard to heat. There's no need to put up with discomfort in winter—living like an Eskimo.

GENERAL HOUSES ARE KEPT comfortable with forced circulation of warm air. A blanket of efficient insulation protects you against cold in winter and excessive heat on hot summer days.



ARE YOUR ROOMS STUFFY, DRAFTY, HARD TO HEAT?



THE OLD WOODEN BRIDGE may have been romantic, but its dried-out timbers were shaky and a poor risk for the loads it had to carry.

THE MODERN BRIDGE is built of steel, its piers resting on concrete—and so are General Houses. Their construction is resistant to earthquakes, wind, and storm.

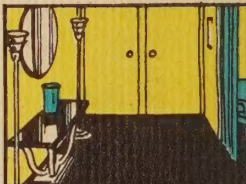


ARE YOUR WALLS "RICKETY," UNSAFE—OR ARE THEY AS STRONG AS STEEL



WASTED SPACE means hallways, nooks, corners, and traffic areas that cannot be used for living—yet they require just as much fuel to heat and just as much effort to clean as the rooms in which you live.

GENERAL HOUSES are planned efficiently—to reduce waste space to a minimum and yet make each house completely livable with all the floor area planned to serve a useful purpose.

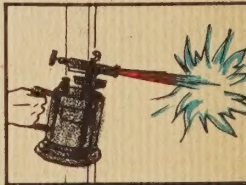


IS "WASTED SPACE" REDUCED TO THE MINIMUM IN YOUR HOME?

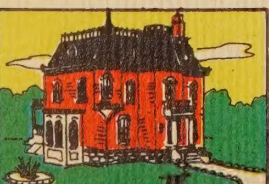


FREEDOM FROM THE WORRY of fire hazards is invaluable. Insurance can replace money loss but it can never replace the anguish that a fire in your home may bring.

GENERAL HOUSES' EXTERIORS are of asbestos cement—a material made of minerals that will not burn even under the direct heat of the blow torch.



WILL THE WALLS OF YOUR HOUSE STAND A "BLOW TORCH TEST"?

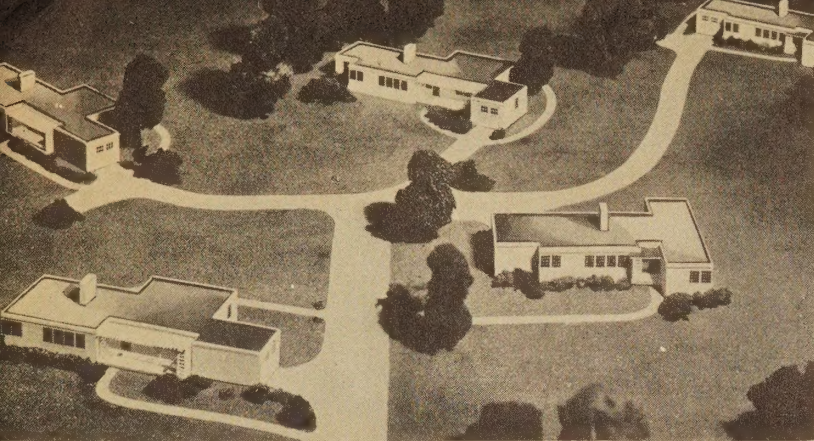


A "FINE HOUSE" IN ITS DAY—one that only the rich could build. Yet it lacked almost every essential requirement of livability and its very pretentiousness makes it valueless now.

GENERAL HOUSES ARE STYLED with a simplicity of line that makes them delightful and charming. Wide windows make their interiors bright, cheerful, and utterly enjoyable.



IS YOUR HOME A "MUSEUM" OR A HAVEN OF RESTFUL CONTENTMENT?



Five GH Homes, Built on Acorn Knoll Estates
Near Lake Forest, Illinois

General Houses, Inc. Offers You a Home of Greater Value and Beauty

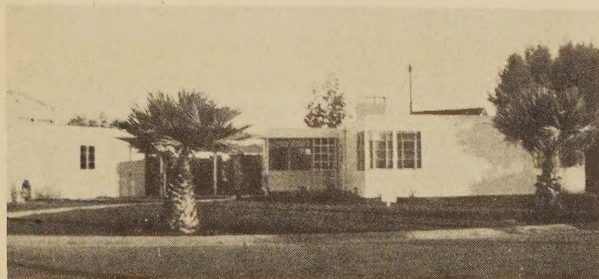
Only a very few of the General Houses recently erected for new home owners are shown here. You will find them in California, New England, Miami, and everywhere in between where the rapidly-growing family of General Houses' dealers are ready to serve the prospective builder.

General Houses are sold through authorized dealers who stand ready to offer their clients erected houses, complete from foundation to roof, ready for occupancy. To meet the demand of varied needs, a wide selection of standard plans are available, including houses with basements and with sloping roofs. Each house has been planned to achieve efficient use of its entire floor area and to provide utmost livability and attractiveness.

The General Houses dealer assumes the entire responsibility of supplying a complete house, assembled by local labor on the client's lot. Inasmuch as the exact number and cost of all the items in each house are definitely known, General Houses are offered at a price that is guaranteed. There are no "extras."

Before you build or buy a new home, you should learn what General Houses can offer you in beauty, contentment, livability, and value.

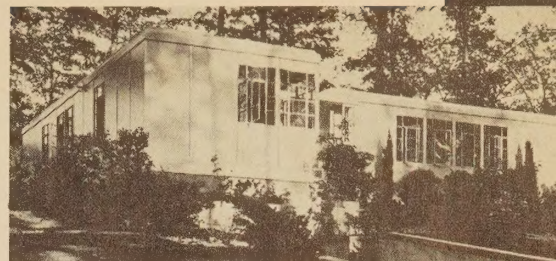
The GH Home of Mr. and Mrs. Gordon R. Lindsay
Phoenix, Arizona



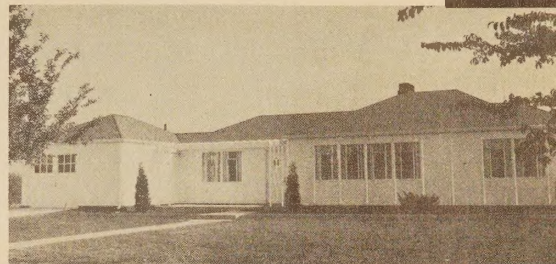
The GH Home of Mr. and Mrs. Ward H. Conklin
South Bend, Indiana



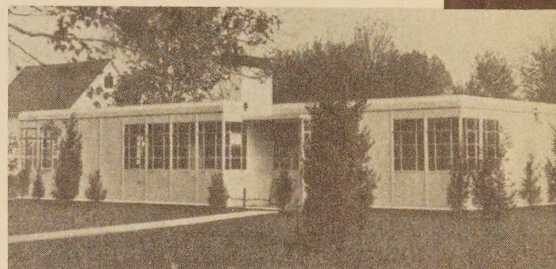
A GH Home, Built in Port Washington
Long Island, New York



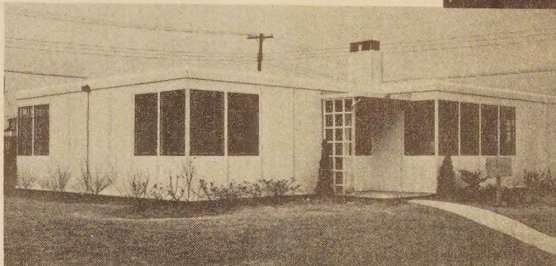
The GH Home of Mr. and Mrs. Henry H. Evans
Aurora, Illinois



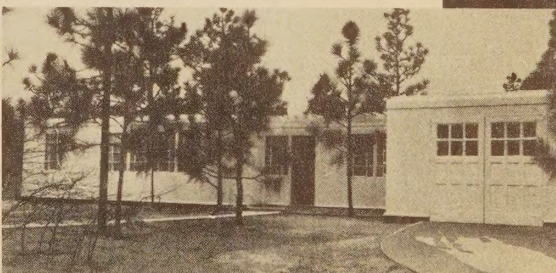
The GH Home of Mr. and Mrs. Josiah D. Swett,
Bloomfield, Connecticut



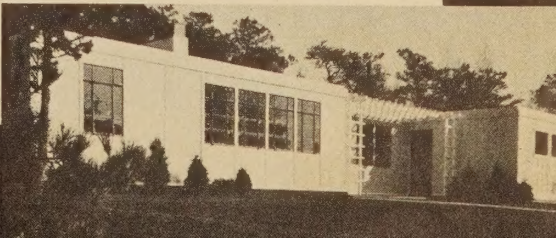
The GH Home of Mr. and Mrs. O. H. Weatherill
Flint, Michigan



The GH Home of Mr. and Mrs. O. L. Cloud
Hamlet, North Carolina



The GH Home of Mr. and Mrs. D. R. Ferris
Marblehead, Massachusetts

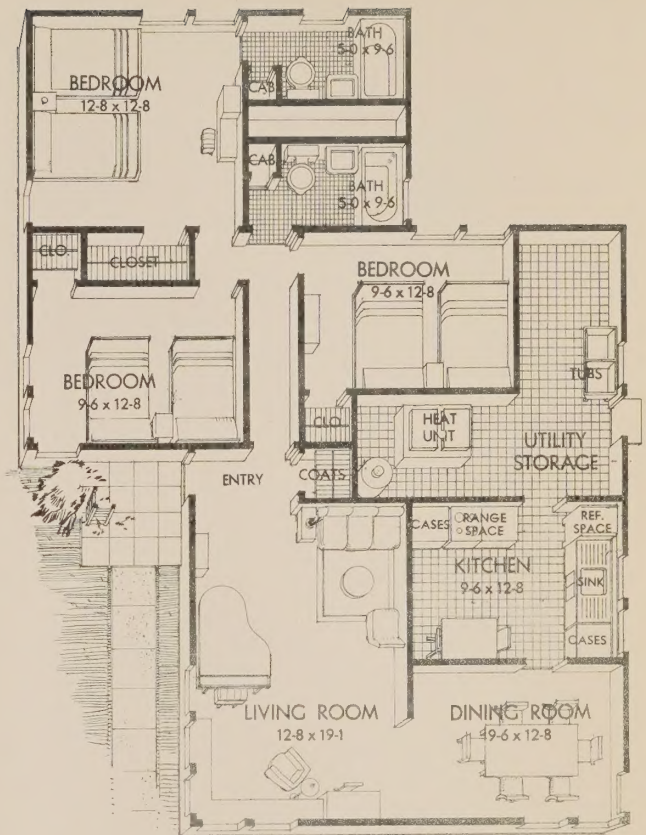


The Wilmette

6 ROOMS, 2 BATHS, UTILITY-STORAGE
ROOM

Overall dimensions 48' 3" long — 35' 6" wide

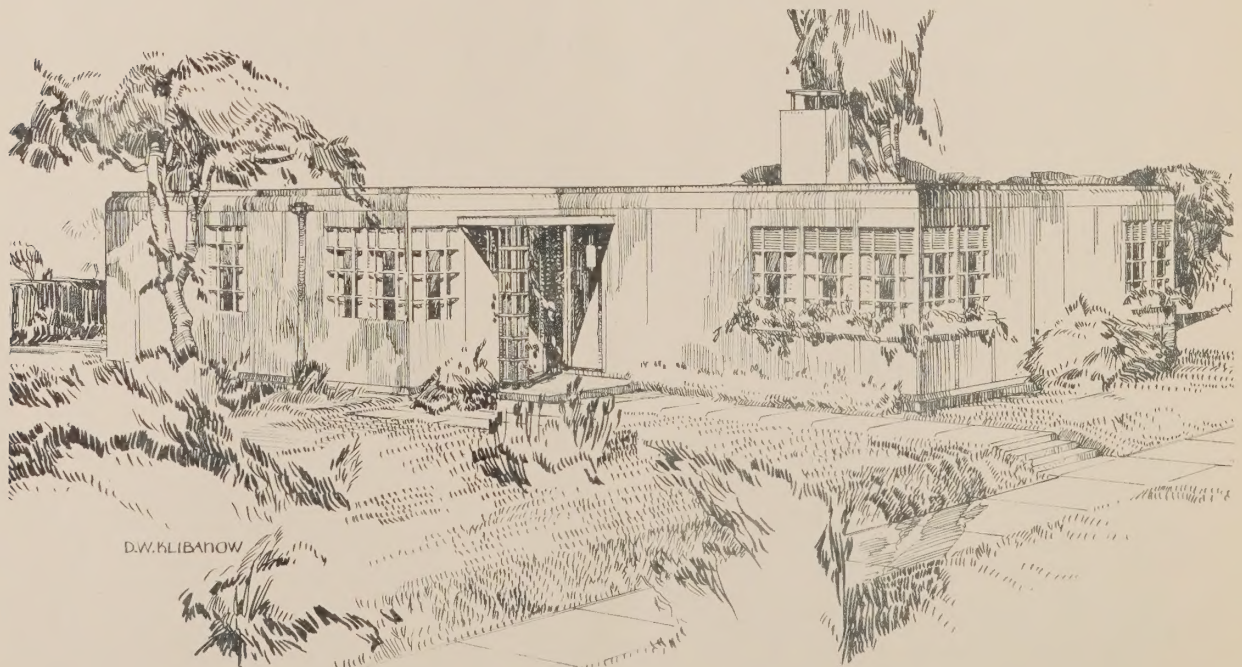
The Wilmette is an unusually desirable house in that it provides large rooms that are well related and at the same time it may be placed on a lot of average size. The kitchen is planned to afford ample room for breakfast space where this is desirable. The many closets and the large utility-storage room provide ample areas for convenient storage. The Wilmette is regularly equipped with twenty-one windows and is available with either flat roof or hipped roof. The plan shown here is a right-hand plan. If the house that you order is to be reversed, please specify a left-hand plan when ordering.



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CHICAGO, ILLINOIS

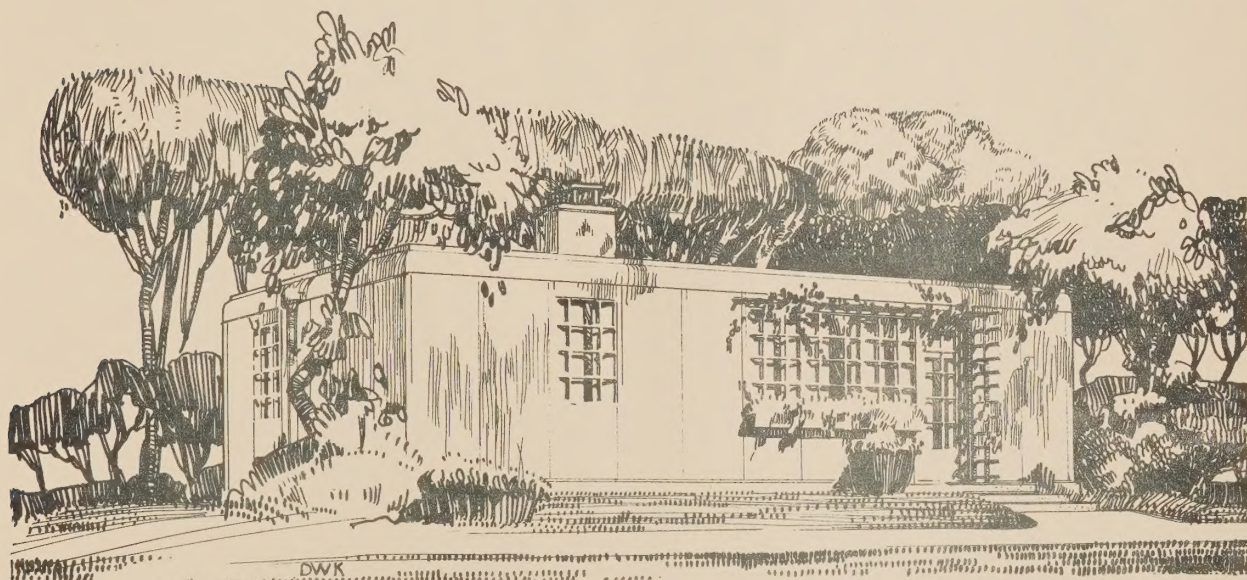
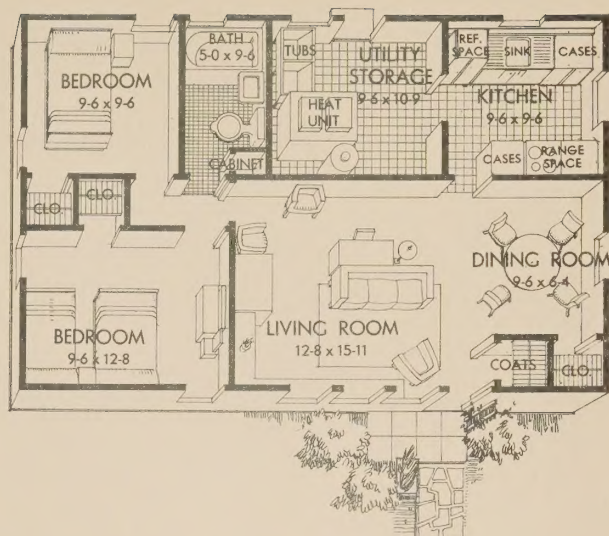


D.W. KLIBANOW

The Vanity

5 ROOMS, BATH, UTILITY-STORAGE ROOM

Overall dimensions 35' 6" long — 22' 8" wide



This house provides a compact, economical arrangement of maximum usable floor space. The relationship of living and dining rooms gives this area a feeling of generous spaciousness. The kitchen is conveniently placed both in relation to the utility-storage room and for easy access to

the dining room and front entrance. Cross ventilation may be had in both bedrooms. The house may be ordered with flat or sloping roof. The Vanity is regularly equipped with twelve windows. Shown here is a righthand plan. If the house is to be reversed specify a left-hand plan.

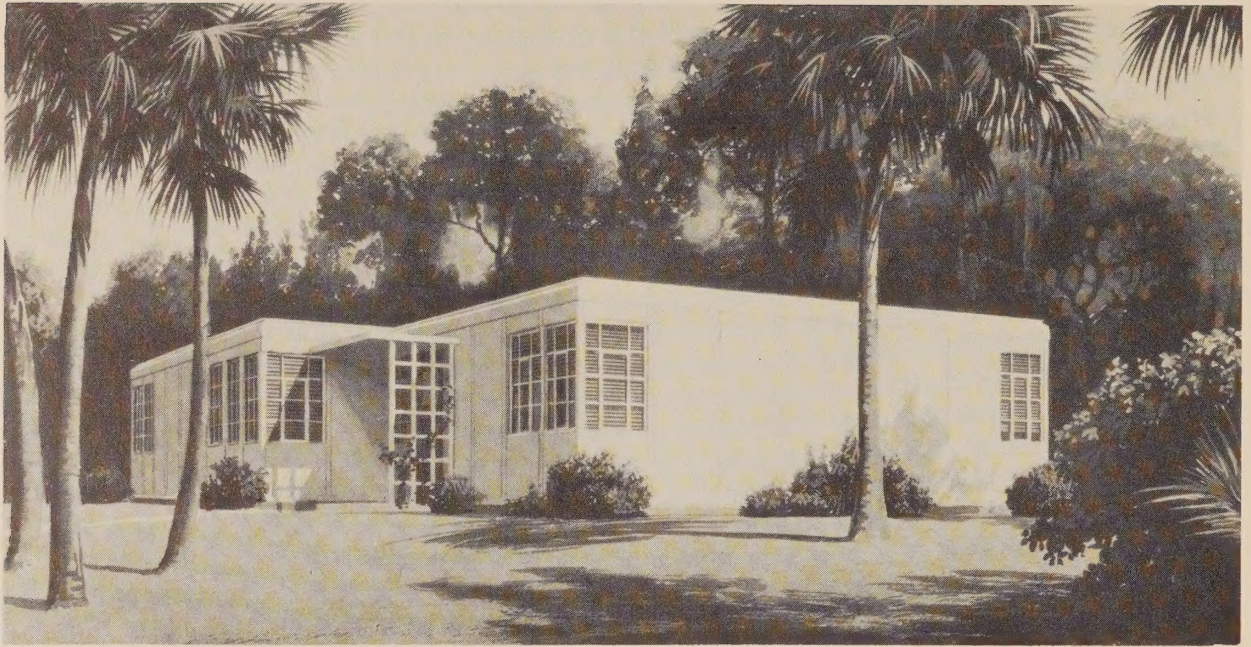
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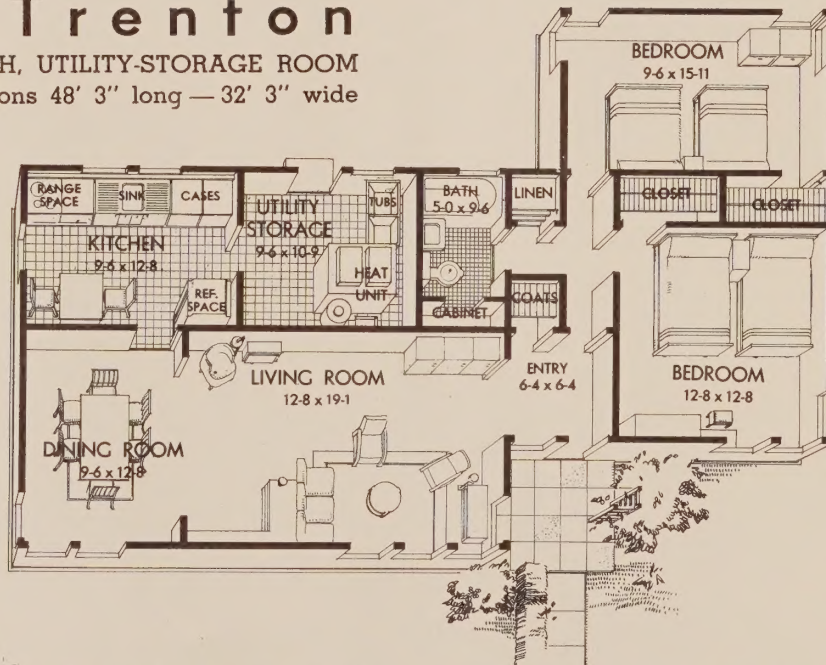
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The Trenton

5 ROOMS, BATH, UTILITY-STORAGE ROOM
Overall dimensions 48' 3" long — 32' 3" wide



The Trenton is a smartly styled house cleverly planned for utmost convenience and livability. The generous sized rooms are grouped around an attractive entry which is centrally located to provide ready access either to the bedrooms or to the living and dining section of the house. Each of the bedrooms is cross-ventilated and

conveniently accessible to the bath. The Trenton house is available with either flat roof or hipped roof and is regularly equipped with twenty windows. The plan illustrated here is a left-hand plan. If the house that you order is to be reversed, please specify a right-hand plan when ordering.

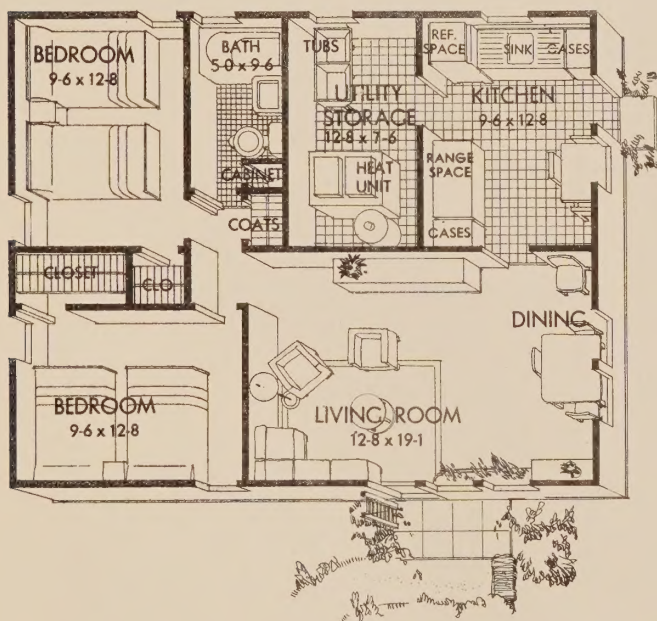
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The Sheldon

4 ROOMS, BATH, UTILITY-STORAGE ROOM

Overall dimensions 32' 3" long — 25' 11" wide

The Sheldon is a charming home. Its rooms are surprisingly large in relation to the overall dimensions of the house. The kitchen is well planned and large enough to contain a breakfast space where this is desirable. The utility-storage room has been carefully laid out to provide usable storage space. The bedrooms contain

large closets and are arranged to provide cross-ventilation. This house is regularly equipped with twelve windows and is available with either a flat roof or a sloping roof. The plan shown here is a right hand plan. If the house that you order is to be reversed, please specify a left hand plan when ordering.

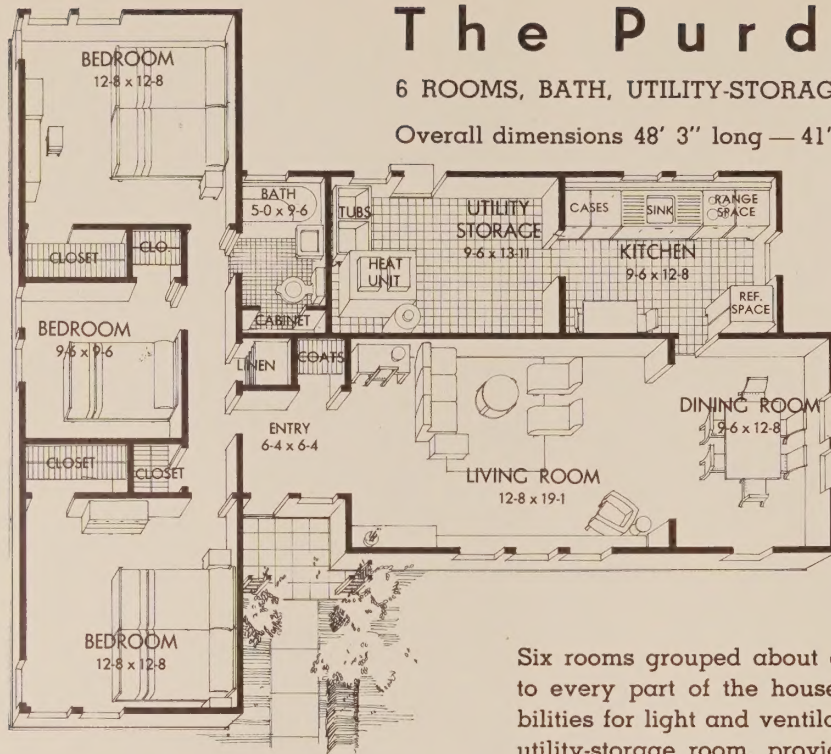
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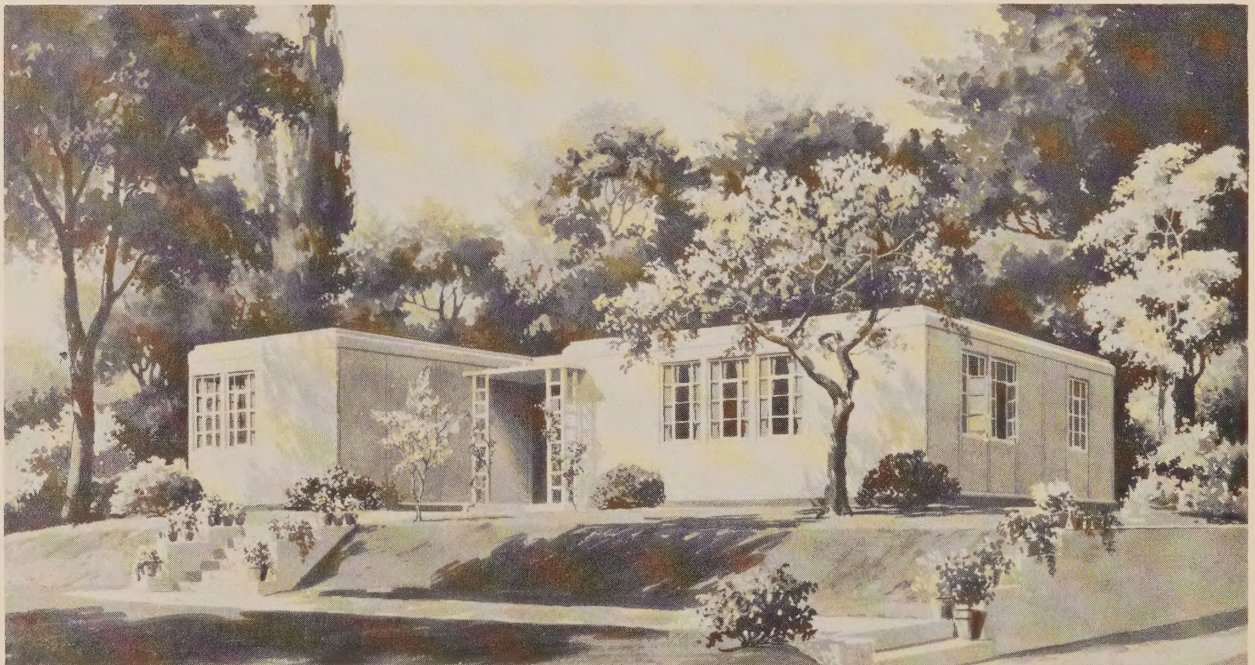


The Purdue

6 ROOMS, BATH, UTILITY-STORAGE ROOM

Overall dimensions 48' 3" long — 41' 11" wide

Six rooms grouped about an entry that provides easy access to every part of the house. Bedrooms permit unusual possibilities for light and ventilation. Six closets, in addition to the utility-storage room, provide splendid storage facilities. The Purdue is regularly equipped with twenty windows and may be ordered with either a flat roof or hipped roof. The plan shown here is a right-hand plan. If the house you order is to be reversed, please specify a left-hand plan.



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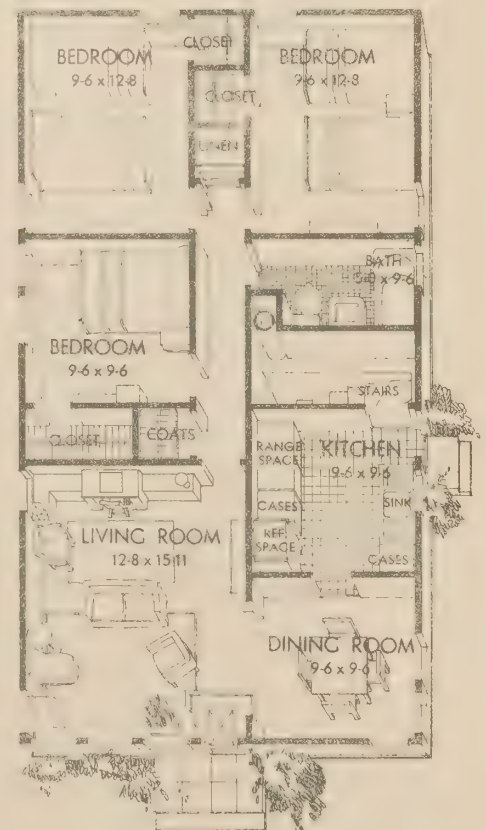


The Marland

6 ROOMS, BATH, FULL BASEMENT

Overall dimensions 41' 11" long — 22' 8" wide

This house provides six rooms of adequate size so planned as to permit the placing of the house on a comparatively narrow lot. A full basement gives a space for generous storage. The relation of living and dining room results in a spacious area in this section of the house. The Marland may be had with flat roof or hipped roof and is regularly equipped with sixteen windows and three basement windows. The plan shown is a right-hand plan and a left-hand plan should be specified, if house is to be reversed.



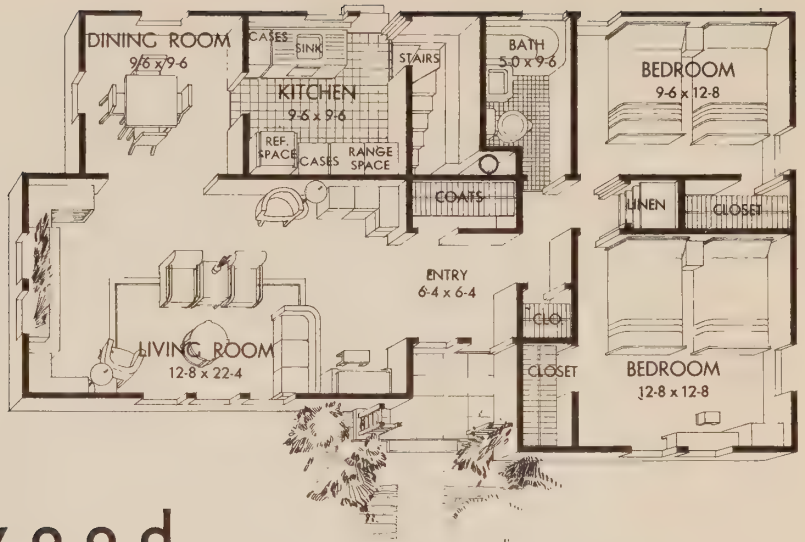
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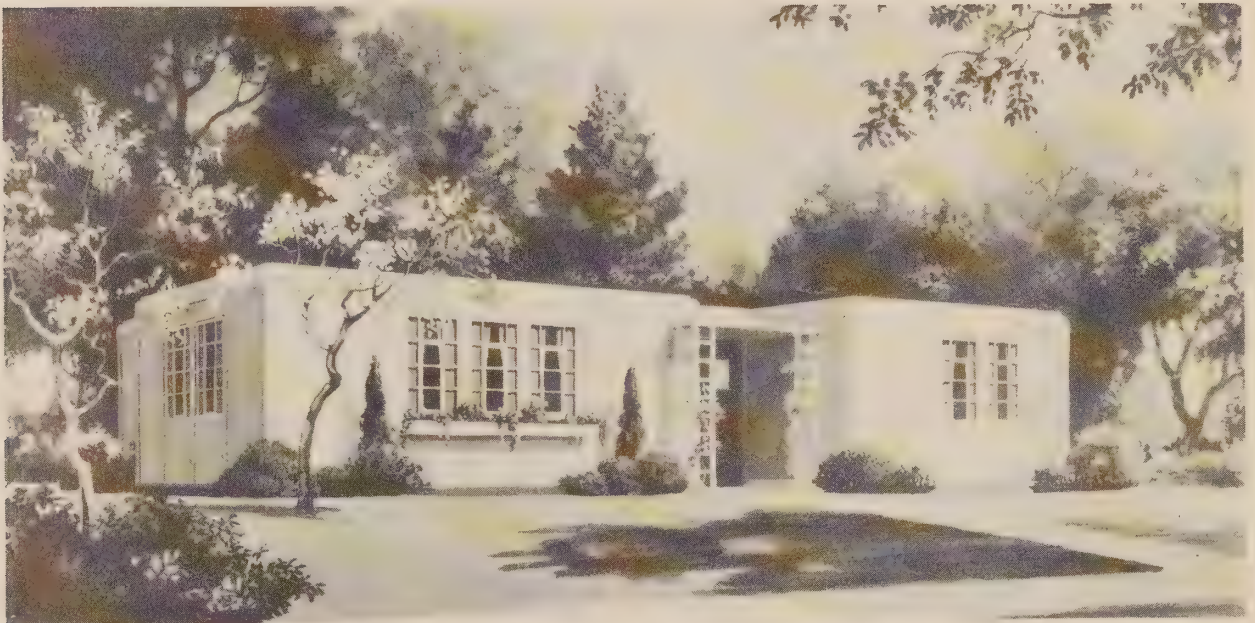
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The Lockwood

5 ROOMS, BATH, FULL BASEMENT

Overall dimensions 45' 1" long — 25' 11" wide



The Lockwood contains five rooms planned around a centrally located entry. Exceptional privacy is provided in the bedrooms and bath and the location of closets is wisely chosen in relation to their use. A full basement provides added storage and a place for the winter air-conditioner, water heater and laundry tubs. This house looks well

on either a narrow or a wide lot. The Lockwood may be had with a flat roof or a hipped roof and is regularly equipped with fifteen windows and three basement windows. The plan shown is a left-hand plan. If your house is to be reversed, please specify a right-hand plan.

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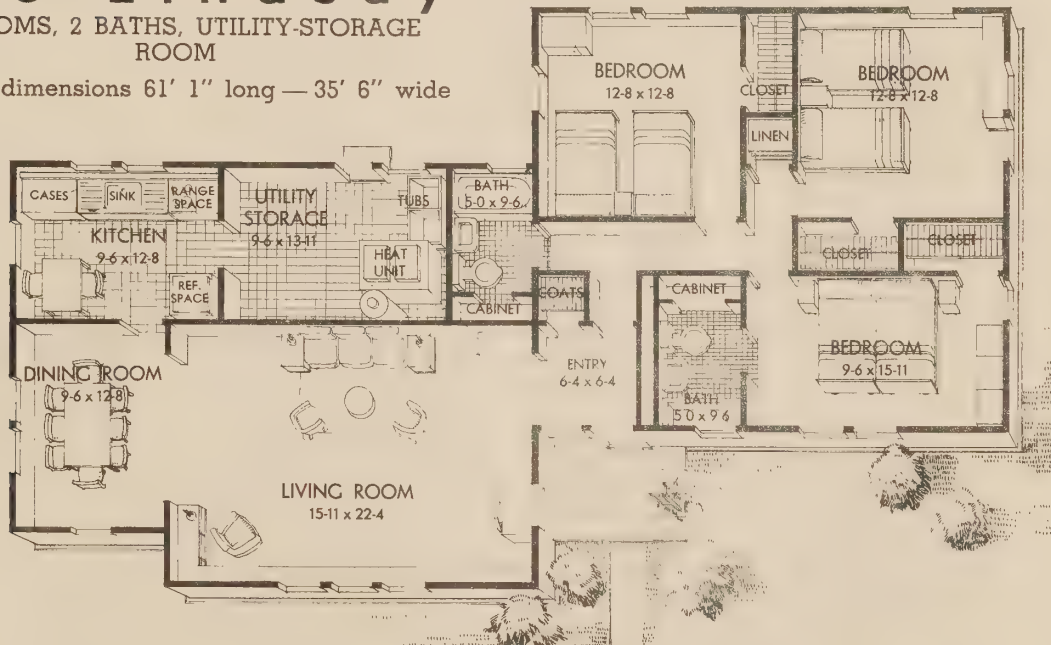
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The Lindsay

6 ROOMS, 2 BATHS, UTILITY-STORAGE ROOM

Overall dimensions 61' 1" long — 35' 6" wide



The Lindsay is a delightfully planned house — containing six rooms of unusually generous size. In addition, two baths are provided, a centrally located entrance hall and large storage areas in the closets and in the extra big utility-storage room. This house is an ideal solution to those

who seek a home that is luxuriously spacious. The Lindsay may be had with flat roof or with hipped roof. It is regularly equipped with twenty-three windows. The plan shown here is a left-hand plan, so if the house you order is to be reversed, please specify a right-hand plan.

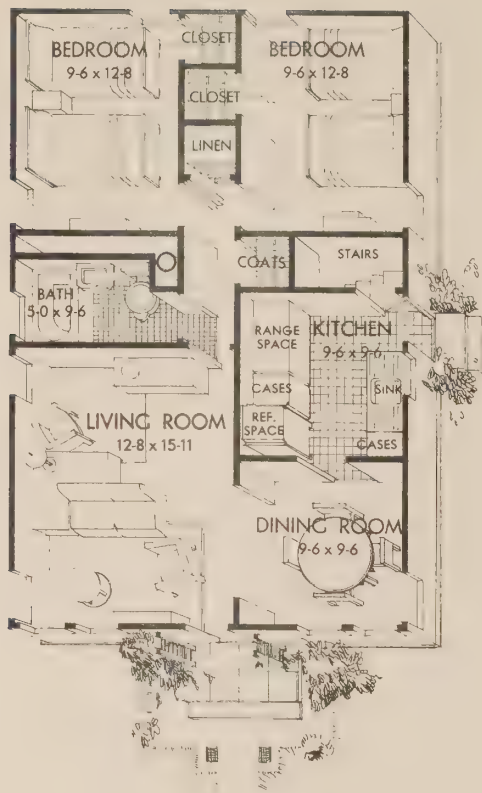
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The Leasbrook

5 ROOMS, BATH, FULL BASEMENT

Overall dimensions 35' 6" long — 22' 8" wide

This house provides five livable rooms, economically grouped to eliminate waste space. The resulting room sizes are unusual in a residence of these overall dimensions. The Leasbrook provides a full basement with stair entrance convenient to the kitchen. This house is regularly equipped with thirteen windows and three basement windows and may be had with either a flat roof or a sloping roof. The plan shown here is a right-hand plan and if the house that you order is to be reversed, please specify a left-hand plan when ordering.



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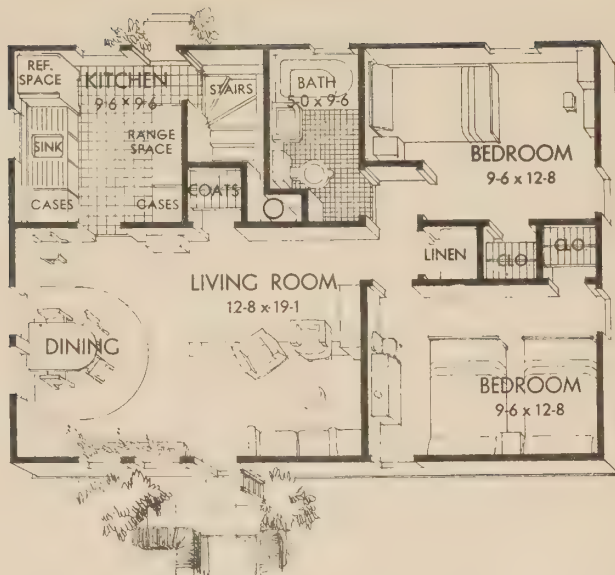
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The Exeter

4 ROOMS, BATH, FULL BASEMENT

Overall dimensions 32' 3" long — 22' 8" wide



This house contains four thoughtfully planned rooms, well related for convenience and planned for utmost efficiency of space. The kitchen is laid out to save steps, time and work. The living and dining area is large and well proportioned. Each bedroom is equipped with a closet, and addition-

al storage is available in the full basement. Both bedrooms are arranged to provide cross-ventilation. The Exeter is regularly equipped with eleven windows and is available with either a flat roof or a sloping roof. Shown here is a left hand plan. If the house should be reversed, please specify a right hand plan when ordering.



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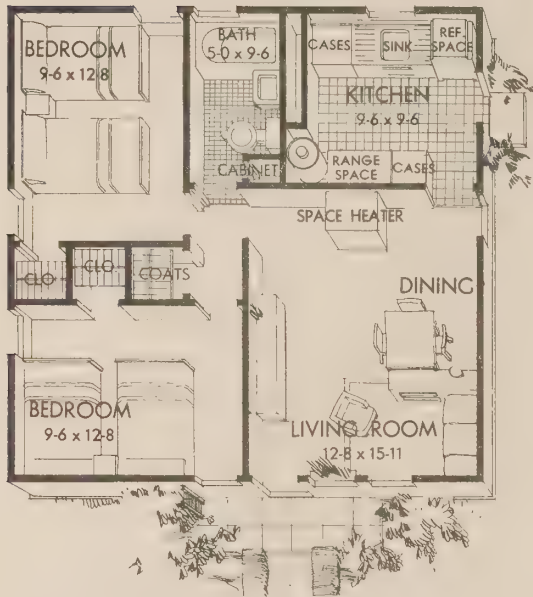
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The Dover

4 ROOMS AND BATH

Overall Dimensions 25' 11" long —
25' 11" wide



A thoroughly livable house, with rooms of ample size, arranged and equipped for economy of upkeep and effort. The Dover varies from General Houses specifications in respect to the kitchen sink, laundry trays and heating equipment. The kitchen sink and laundry tray are combined in an attractive cabinet base unit. This contains two basins, one of which is about twice the depth of the usual sink and usable for laundering. The steel base cabinet which supports this combination unit contains large compartments for storage. The house is heated by means of an attractive unit heater placed in the living room. Oil is used for fuel and the heater is equipped with fuel supply reservoir and waterpan to humidify the air. The Dover is regularly equipped with nine windows and is available with either flat roof or hipped roof. The plan shown here is a right-hand plan. If the house should be reversed, please specify a left-hand plan.



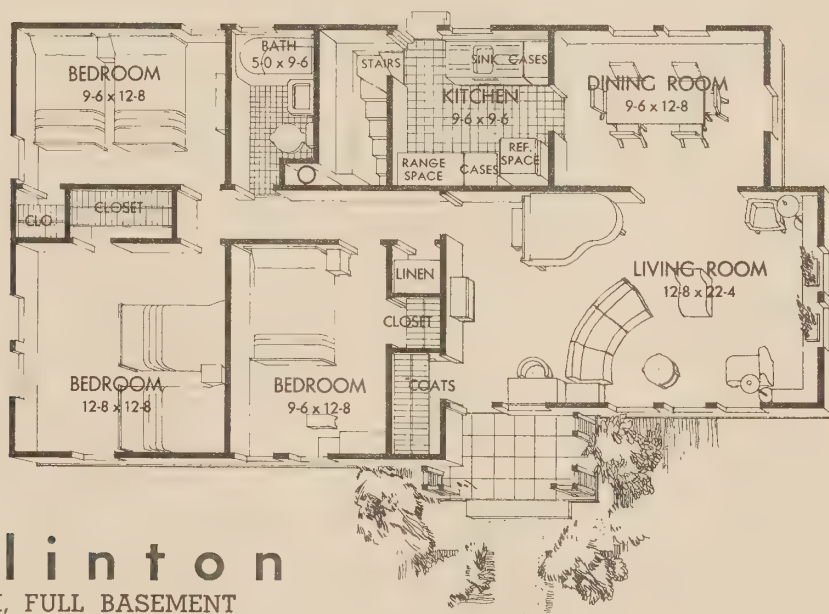
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The Clinton

6 ROOMS, BATH, FULL BASEMENT

Overall dimensions 48' 3" long — 25' 11" wide

In addition to six large rooms that are well related and planned, this house provides a full basement, part of which could be used for recreation room. The dining room and living room are of unusually generous size. The location of the entrance makes this house well suited to a nar-

row or broad lot. The Clinton may be had with flat or hipped roof and is regularly equipped with eighteen windows and three basement windows. The plan shown here is a right-hand plan. If house should be reversed, please specify a left-hand plan.

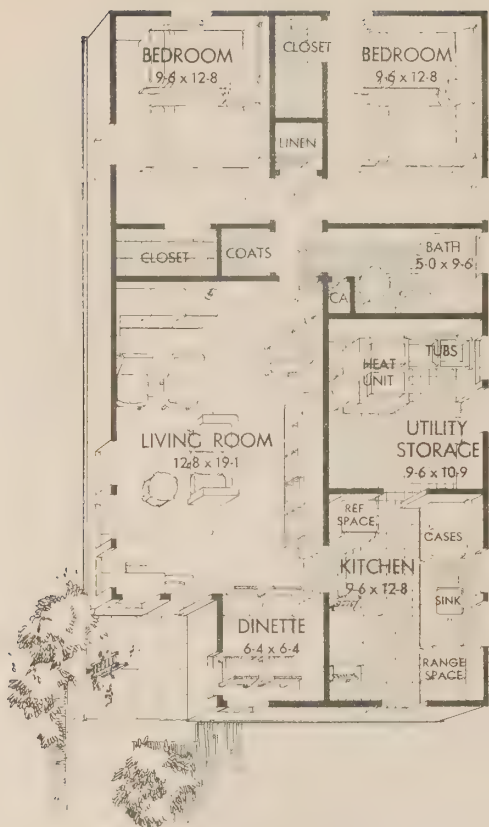
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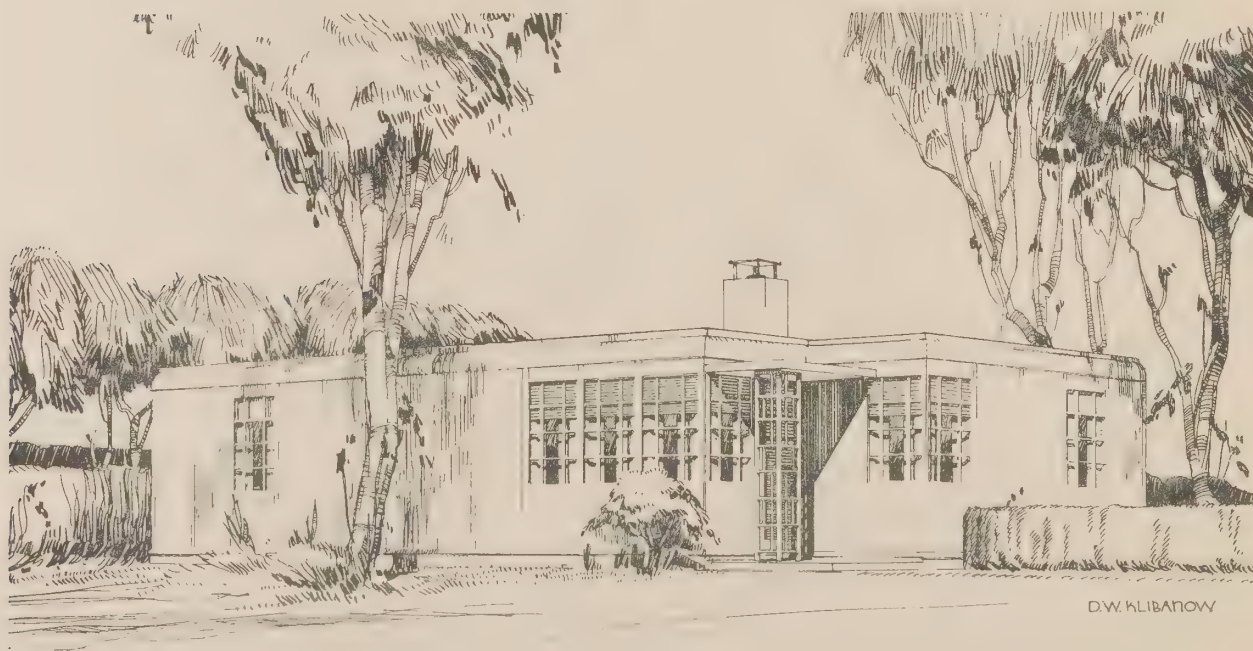


The Cambridge

4 ROOMS, BATH, DINETTE, UTILITY-STORAGE ROOM

Overall dimensions 41' 11" long — 22' 8" wide

The Cambridge provides an efficient relationship of rooms that results in economy for the owner. The dinette is conveniently placed in relation to both kitchen and living room. This plan definitely saves steps, and yet provides a thoroughly livable house of generously sized rooms. This is a house well suited to either a narrow lot or a wide lot. The Cambridge may be built with either flat roof or hipped roof and is regularly supplied with fifteen windows. The plan shown here is a right-hand plan. If you want your house reversed, please specify a left-hand plan when you order it.



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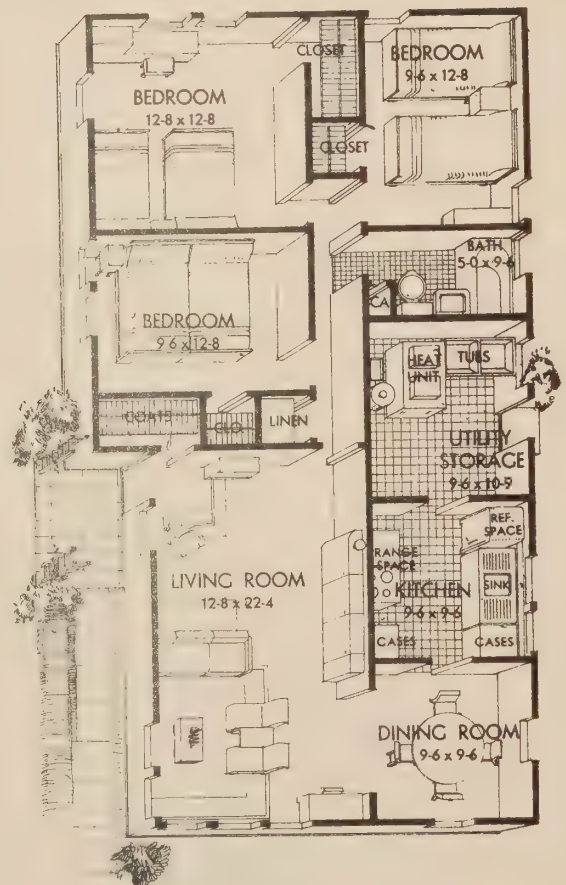
D.W.K

The Broadmoor

6 ROOMS, BATH, UTILITY-STORAGE ROOM

Overall dimensions 48' 3" long — 25' 11" wide

This house provides a compact grouping of three bedrooms with a surprising minimum of waste space. The overall width and the location of the front entrance make the house adaptable to lots of many sizes. The many closets and the generous size of the utility storage room provide convenient areas for storage. The kitchen is compactly arranged for efficiency. The Broadmoor may be had with either a flat roof or hipped roof. It is regularly equipped with nineteen windows. The plan shown here is a right-hand plan. If the house you order should be reversed, please specify a left-hand plan.



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PRICE SUMMARY SHEET

Materials Price List
Effective April 1, 1937

GENERAL HOUSES, INC.
Chicago, Illinois

NAME OF HOUSE	PRICE OF BASIC MATERIALS	PRICE OF EQUIPMENT
The Broadmoor	\$ 3385.	\$ 945.
The Cambridge	2862.	896.
The Clinton	3286.	940.
The Dover	2238.	498.
The Exeter	2374.	881.
The Leasbrook	2573.	901.
The Lindsay	4262.	1141.
The Lockwood	3046.	939.
The Marland	2951.	947.
The Purdue	3770.	974.
The Sheldon	2600.	867.
The Trenton	3380.	944.
The Vanity	2520.	905.
The Wilmette	3797.	1104.

WE PAY THE FREIGHT!

All prices include freight to any pay freight station on or east of the Mississippi River. Prices to points west of the Mississippi will be furnished on request. Prices are subject to change without notice. Equipment price breakdown and labor estimate tabulation on any specific house will be sent upon request.

"Price of Basic Materials" includes all materials required to build the house, with flat roof, according to General Houses' standard specifications, except for equipment, and exclusive of such items as can usually be more conveniently purchased locally, namely, gravel and other ingredients for concrete work. (In those houses having basements the first floor construction is of conventional material to be procured locally.)

"Price of Equipment" includes all materials required fully to equip the house according to General Houses' standard specifications, namely:

- (1) Plumbing, including supply, vent, and waste pipes, bathroom fixtures, kitchen cabinet base sink, laundry tub and automatic gas-fired water heater. (Bath accessories are included in Basic Materials,;
- (2) Heating, including automatic, oil-fired winter air-conditioner complete with atomizing burner, filters, blower, humidifier and thermostatic controls and two-way duct system complete with return and supply ducts and all registers and grilles;
- (3) Electric material, including wiring, convenience outlets, switches, boxes and special lighting fixtures; and
- (4) Cases, including 2 base cases and 2 wall cases for kitchen, and medicine cabinet for bathroom.

NOTE: Heating equipment for the Dover model, priced above, includes a unit heater complete with flue connections, in place of the winter air conditioner and duct system.



General Houses Construction for Beauty, Comfort and Safety

A description of the materials and finishes used in the construction of General Houses appears on this sheet. In addition, General Houses, Inc. offers all of the equipment and fixtures that are required to complete each house and make it ready for occupancy. These items are described and illustrated separately.

A Steel Frame for Safety and Strength

Columns and beams of copper bearing steel are bolted to each other and fastened to the foundation to form a rigid support for walls, partitions, ceilings and roof. This steel frame makes the entire structure unusually safe and strong and highly resistant to earthquakes and is designed to withstand wind velocities of 90 miles an hour. Roofs are designed to carry live loads of forty pounds per square foot.

Walls and Roof Panels for Quick and Easy Assembly

All outside walls and interior partitions consist of a series of panels supported between the upright columns of the steel frame. Each panel is a complete factory-built unit consisting of a wood frame in which the insulation is packed and to which the interior and exterior surfaces of the panel are glued under pressure. Panels are wedged securely between the supporting steel columns by steel battens, or plates, that are bolted to each column. The combined roof and ceiling consists of factory-built panels, similar in construction to the wall panels, but somewhat heavier. They are laid edge to edge to cover the entire house and are screwed down onto the horizontal beams of the steel frame of the building.

Rugged Foundations and Floors

In houses without basements the supporting steel columns are rigidly bolted to a sturdy foundation which consists of reinforced concrete posts, 10 inches in diameter and flared out at the base, which extend down below the frost line. These posts occur at intervals of about 10 feet around the perimeter of the house.

Supported by the foundation posts and extending around the entire perimeter of the house is a continuous, heavily reinforced concrete beam which extends below the ground line and serves as a base for the exterior wall panels.

The floor of the house is a concrete slab, 4 inches thick, reinforced with welded wire mesh, laid over a 6 inch bed of tamped cinders or gravel. A layer of heavy tarred felt is laid between the cinders and concrete, with edges carefully lapped and cemented, to provide a water-proofing for the floor slab.

In houses with basements, the exterior steel columns are fastened to the floor structure. Basement walls are of concrete, resting on concrete spread footings. The basement floor is a concrete slab, 4 inches thick, laid over a 4 inch bed of tamped cinders or gravel.

First floor is of conventional wood construction laid over wood joists which are supported where necessary by steel "I" beams resting on round steel columns. Wood

floors are of double flooring with finish flooring of hardwood.

The basement stair is of the open riser type.

Weatherproof, Fire Resistant Walls

The outer surface of each exterior wall panel consists of an asbestos cement board. Asbestos cement is entirely mineral in its composition and therefore is highly resistant to damage caused by weather, fire, and vermin. It is so compact that it is virtually air tight, and thus stops the entrance of cold drafts from without and leakage of warmed air from within.

A Waterproof Roof Surface

On flat roofed houses a waterproof, long wearing surface is laid over the roof and ceiling panels to assure trouble-free shelter from rain, sun and snow. This protective surface consists of a four-ply, built-up, membrane roofing of pitch and gravel. This type of roofing will give years of service without requiring any attention or expense. An attractive curved coping extends above the surface of the roof at the edges to prevent rain from flowing down over the walls. Roof drains and downspouts carry the water to the ground.

On sloping roofed houses a hipped roof is built up over the roof panels and steel structure. This roof is of conventional type with rafters and sheathing of wood. Shingles are laid over the sheathing. Attic space is ventilated by louvres. Galvanized steel gutters extend around the roof at the eaves to catch the rain and carry it through downspouts to the ground.

Effectively Blanketed Against Heat and Cold

Scientific study of the causes of heat losses has been used to develop a method of insulating the house that gives its occupants all year comfort and low winter fuel bills.

As a protection against heat and cold all outside wall panels and the combined roof and ceiling panels are packed with a blanket type insulation, placed in the panels in bat form. This insulation is treated to resist fire, moisture, vermin and fungi. All exterior steel columns are packed, full length, with this same insulation and through metallic contacts are broken between the column and batten.

An asphalt-coated paper is placed within each wall and ceiling panel to form a vapor seal between the interior plywood surface and the insulation.

The pro-rated average insulating value of the entire wall surface (including the average values of the wall panels and steel columns) is .165 B.T.U. — an unusually efficient rating. Similarly, the pro-rated average insulating value of the combined roof and ceiling is .178 B.T.U.

Heat losses caused by leakage of air through the walls are greatly reduced, not only because the asbestos cement board on the outside wall panels is virtually air tight, but also because of the treatment of the seams between all wall panels. All horizontal seams between exterior wall panels and floor and at window and door heads are carefully filled with a mastic seal. Horizontal joints at window sills are protected with sheet copper.

Vertical seams between panels are tightly covered with a steel batten which wedges the panel against the supporting steel column, and the joints between battens and panels are sealed with mastic.

Interior Surfaces

The inside walls, partitions and ceilings are of $\frac{1}{4}$ inch thick, pine plywood sheets which are an integral part of the panels used in building the house. Each plywood sheet consists of three layers of wood in which the grain of the center layer is at right angles to the grain of the two outer layers. This gives the wood rigidity and strength in all directions and results in a wall and ceiling which will be permanently smooth. Interior panels are acoustically treated to reduce transmission of sound from room to room.

Windows and Doors

All first floor windows are steel casements which open outward and are furnished complete with hardware. Friction hinges hold windows open in any position. Windows are so hinged that they may be washed on both sides from within the house. Each window is equipped with an interior hinged screen with steel frame and bronze wire mesh.

Basement windows are steel casements which swing inward and are equipped with opening adjustments.

Front entrance doors are of neat, panelled design. They are made of wood, $1\frac{3}{4}$ inches thick, and glazed their full length, with ten lights of glass. Rear entrance doors are of recessed panel design, made of wood, $1\frac{3}{4}$ inches thick, with upper portion glazed. Spring bronze weatherstripping keeps out dust and chilly drafts. Screen doors, with bronze wire mesh, are provided for front and rear entrances.

Interior doors are of wood, $1\frac{3}{8}$ inches thick overall, of insert panel design.

An Inviting, Hospitable Entrance

Houses are equipped with a sheltering entrance hood or with trellises, placed over a concrete terrace outside the entrance door. These are made in attractive, dignified designs, and greatly enhance the appearance of the house.

Hardware and Trim

Good quality hardware is supplied for doors and windows, cabinets and closets. Window hardware is painted steel. A cylinder lock is provided for each exterior door and hardware on the outside of doors is solid brass with satin chromium finish. Interior doors are supplied with dull nickel finish hardware, except the bathroom and kitchen doors which have chromium plated hardware. The door between kitchen and dining room is equipped with double action hinge and with plate glass push plates.

A wood moulding of simple, neat design is provided for the base of interior walls and partitions. Heating ducts in the house proper and piping back of the kitchen sink are concealed.

Bathroom Accessories

Sturdy, practical accessories are furnished for the bathroom. They consist of 3 towel bars, 1 robe hook, 1

combination tooth brush and tumbler holder, 1 soap holder and 1 toilet paper holder. All of these are finished in white enamel.

Adequate Electric Wiring for Your Lamps and Household Appliances

Flexible armored cable is used to wire the house. The distribution panel is provided with main fuse and cutout box and circuit fuse box. Tumbler type switches and double convenience outlets for lamps, and appliances are provided in sufficient quantity to meet modern requirements. An electric door bell is furnished for the front door and a buzzer for the service door. The entire structure is grounded to protect it against lightning.

Quality Plumbing for Long Years of Service

Water supply piping is run to all faucet outlets within the house. Sewer piping is provided to care for all drains within the house to a point 5 feet beyond the building line.

Supply piping includes hot water piping to bath, sink and laundry tray. Vent stacks are provided and a cast iron floor drain is located near the laundry tray.

One garden hose faucet is provided on the outside wall of the house.

Generous Storage Spaces Provide for Neat and Orderly Arrangement of Your Belongings

All houses are generously supplied with closets, as indicated on each plan. Additional storage space is available in each utility-storage room or in each basement. Closets are equipped with shelves, clothes hooks and hanger rods depending upon their use.

When indicated on the plan, the bathroom is equipped with a cabinet extending from floor to ceiling. This provides generous space for the storage of bath towels, toilet and drug articles and accessories needed for the care of infants.

Attractive Finishes for Charming Appearance

The outside surface of all wall panels are painted with a special primer and two finish coats of paint. All outside metal surfaces, such as windows, steel panel battens and coping, are covered with a rust-inhibitive primer. In addition, these parts are covered with three finish coats of paint. Exterior doors are given three coats of paint.

All exposed plywood for the interior surfaces of walls and ceilings are given one primer coat. In addition, these surfaces receive two finish coats of paint, except in the closets and cases, which receive one finish coat. Interior doors and trim are painted with three coats of paint.

In houses with concrete first floor, the floors are trowelled smooth so that the owner may easily cover them with carpet, linoleum or other suitable coverings. Closet floors and utility-storage room floors are painted.

In houses with wood floors, the floors are sanded to a smooth finish and, except where a covering such as linoleum is to be permanently cemented in place, are given one coat of filler and two coats of varnish.

All specifications are subject to change without notice.

GENERAL HOUSES, INC.

CONSTRUCTION COVERED BY PATENTS PENDING

• **CHICAGO, ILLINOIS**

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General Houses Bring Style



Above—Living room and dining room, furnished with conservative simplicity.



Above—Corner windows in the bedroom bring in a wealth of light and air.



Above—A fireplace is the focal point for an intimate grouping of furniture in this living room.



Right—Smart, modish furnishings combined with luxurious, comfortable chairs in this enviable home.

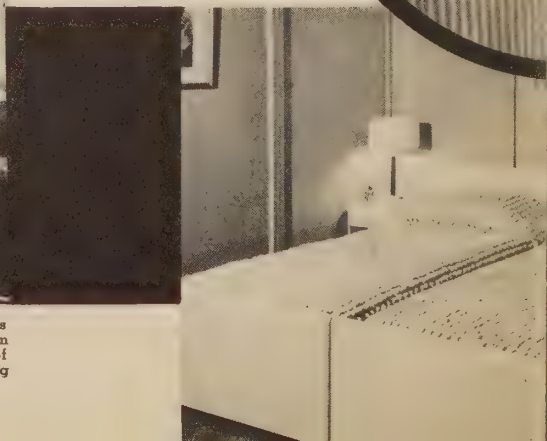


Left—A kitchen, arranged and con-

Right—have a w space u and in h cabinets



Right—A real wood-burning fireplace—not merely decorative, but a source of comforting warmth.



and Beauty Into the Home



Left—Striking contrast of blonde woods against dark walls lifts this dining room above the commonplace.

Modern GH
planned and
efficiency
ence.

kitchens
of storage
the sink
y, spacious



Below—Spacious bedroom with plenty of room for double or twin beds.



Above—Living room and dining room arranged to provide an area of generous spaciousness.



Above—GH bedrooms are equipped with large closets, complete with shelves, hooks and hanger rods.



Above—Large, casement windows admit sun and air into this living room, making it cheerful and livable.

Build With Steel— For Strength and Safety

The walls, roof and partitions of General Houses are supported on columns and beams of copper bearing steel. The illustrations on this page illustrate the simplicity and durability of their construction.

The top view shows the reinforced concrete foundation which is forever embedded to the ground to form a sturdy support for the house.

To this foundation a steel frame is rigidly bolted (as shown in the next lower view) to form a support for walls and roof that is resistant to winds, storms, and earthquakes.

The steel frame supports the walls, partitions, and roof which consist of a series of factory-built panels, complete with insulation, uniform in size and quality. The two center views show the simplicity with which wall panels and windows are put into place.

The materials used in the house are selected after tests have indicated their efficiency, durability, and adaptability to purpose. All of the parts that are used in the assembly of the house are brought to the building site, cut and shaped to size, and drilled for accurate and easy assembly. Each part is factory produced, undergoing an inspection that assures uniformity of quality and precision of dimension.

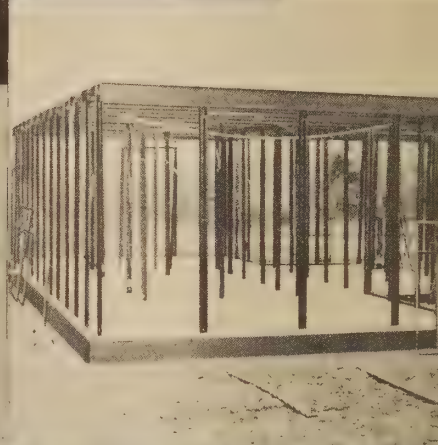
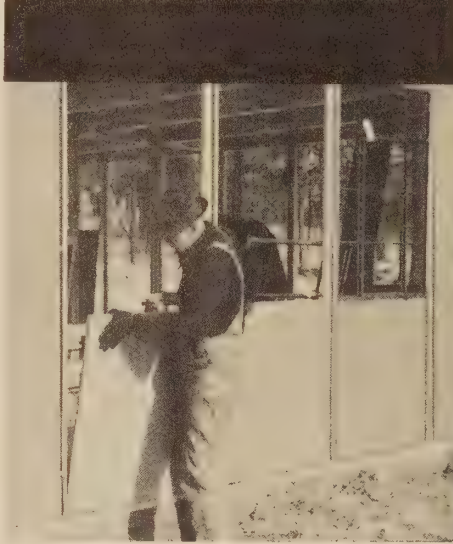
The assembly of parts is completed on the building site by local labor under the supervision of authorized General Houses' dealers. This results in a house that is produced without waste of materials or labor and one that will measure up to predetermined specifications and standards of performance and efficiency.

The General Houses buyer can tell definitely—and before any expenditure on his part—just what his home will be like. He knows its size and appearance, the materials that go into it and the equipment and finishes that are to be used.

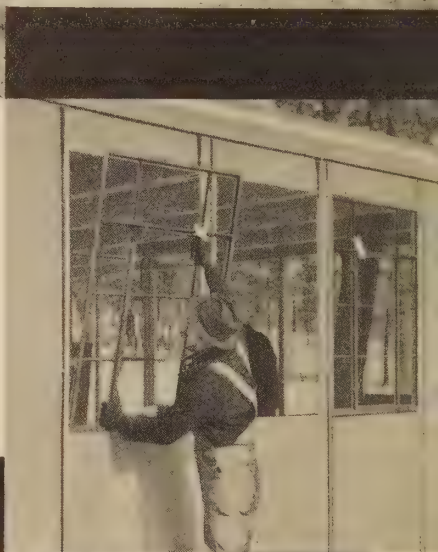
Before you build or buy, learn how you can secure a more satisfactory home in this convenient manner—from a dealer who assumes the responsibility of delivering a complete house at a guaranteed price.

If you do not know how to reach the General Houses' dealer in your locality, write to us for his name and address.

GENERAL HOUSES, INC.
620 N. Michigan Avenue, Chicago, Ill.



Steel columns and beams, bolted to a solid concrete foundation, and supporting panels to form walls and roof, result in a house whose simplicity of construction is reflected in durable style, ruggedness and lasting value.





SOOT AND DUST ON WALLS and draperies demand constant work and cleaning expense. In the ordinary house this condition is difficult to avoid.

GENERAL HOUSES' AIR-CONDITIONER filters dirt, dust, and pollen out of the air before it is heated and carried to the rooms. This means a house that stays clean longer with less work.



SOOTY, GRIMY WALLS ARE A SIGN OF DIRT-LADEN AIR



THERE'S NO NEED TODAY to be a slave to your furnace—spending time and effort in shoveling fuel and ashes to keep warm.

GENERAL HOUSES' HEAT is entirely automatic. The living room thermostat is set by one finger at a desired temperature and that temperature will be maintained without further thought or care.



CAN YOU "TEND YOUR FURNACE" WITH YOUR THUMB?



PLATE RAILS, LEDGES, and heavy mouldings are "catch-alls" for dust and dirt. They require constant cleaning. Modern women know how needless such effort is.

GENERAL HOUSES' WALLS are trim and smooth. Absence of ledges and jutting mouldings reduce cleaning effort to a minimum.



ARE DUST-CATCHING MOULDINGS MAKING YOUR HOUSE HARD TO CLEAN?

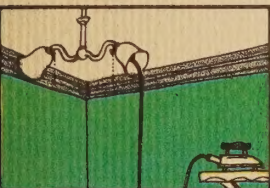


HALL TREES, EXPOSED WALL HOOKS, and clothes racks are a sign of inadequate storage space. An efficiently planned house provides a proper place for the orderly arrangement of belongings.

GENERAL HOUSES are generously provided with closets—and each closet is fitted with the proper shelves, rods, — and hangers that are needed for its particular use.

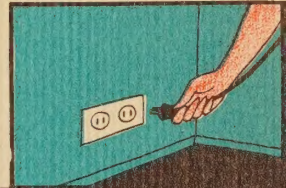


DOES YOUR HOME HAVE AMPLE CLOSETS FOR HANDY STORAGE?

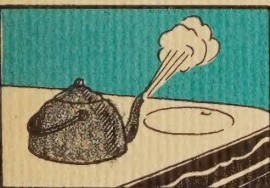


ELECTRICAL APPLIANCES need proper outlets for their safe and efficient use. Dangling cords and makeshift wiring are out of place in a modern home.

GENERAL HOUSES PROVIDE frequently spaced double convenience outlets for radio, lamps, and appliances. In the laundry and kitchen are outlets at the proper location and height for washer, refrigerator, toaster, mixer, etc.

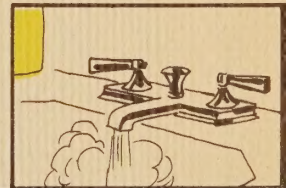


ARE THERE ENOUGH ELECTRICAL OUTLETS FOR RADIOS, LAMPS, AND APPLIANCES?



THE OLD WATER KETTLE is wasteful in fuel, inadequate in size and altogether too slow and cumbersome for modern living.

IN A GENERAL HOUSE hot water is always "on tap." An automatic heater keeps a constant supply of hot water in its insulated tank, ready for the bath, sink, and laundry whenever it is wanted.

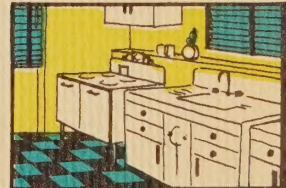


DO YOU HAVE INSTANT HOT WATER FOR DISHES, LAUNDRY, AND BATH?



THREE MEALS A DAY mean a lot of time and work. In an old-fashioned, inadequate kitchen the time is too long and the work a drudgery.

GENERAL HOUSES' KITCHENS are planned to save steps, are equipped adequately for easy storage and are well lighted and cheerful.

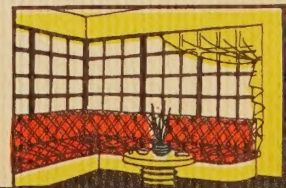


IS YOUR KITCHEN MODERN, EFFICIENT, CONVENIENT AND "STEP-SAVING"?



DUSTY PORTIERES AND WHAT-NOTS belong to an era of gloom and dinginess, premature old-age, and ill health. None of these have any place in today's life.

MODERN LIVING requires a modern home—one that is simple in design, youthful in its gay coloring, safe and strong, sunny and bright. The homes erected by General Houses are such homes.



LET GENERAL HOUSES GIVE YOU A MODERN HOME FOR MODERN LIVING

Sunshine—Fresh Air—Light

Windows are so arranged that your living room is flooded with sunshine—bright airy bedrooms with cross ventilation for hot summer nights—a cheerful sunny kitchen—large windows make the rooms light and cheerful.

Strength—Safety—Assurance

Skyscraper construction reduces damage from wind, storm, and earthquake—steel structural columns and beams are bolted together and are rigidly anchored in solid concrete foundations—exterior of asbestos-cement resists damage by fire, termites, and deterioration.

Acceptable for FHA Mortgage Insurance

Uniform standardized construction—factory produced—tested, guaranteed materials enable General Houses dealers to quote definite erection prices—this eliminates substitution—speeds construction by *local labor*—and eliminates extras and over-time charges.

Ready Market—Resale Value

Durability of construction reduces depreciation and maintenance cost—ease of erection lowers time and local labor costs which places public stamp of approval on General Houses—increasing the market for this type of modern home and enhancing the resale value.



B E A U T I F U L

M O D E R N

H O M E S

F O R M O D E R N L I V I N G



GENERAL HOUSES, Inc.

CHICAGO, ILLINOIS